"Test Pilot" Big $42,000, 2nd Week, Capitol, N.Y. Goes Third

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 2 | TORONTO 2, CANADA | April 30th, 1938

CLEAR THE CALENDAR FOR M-G-M's SENSATION!

"TEST PILOT" held over in its first engagement at the Capitol, N. Y. Hard-boiled Broadway packs Capitol to biggest biz in 16 months. Take a tip and sock it over for a long and profitable run!

(See Inside Cover)

PUBLISHED BY
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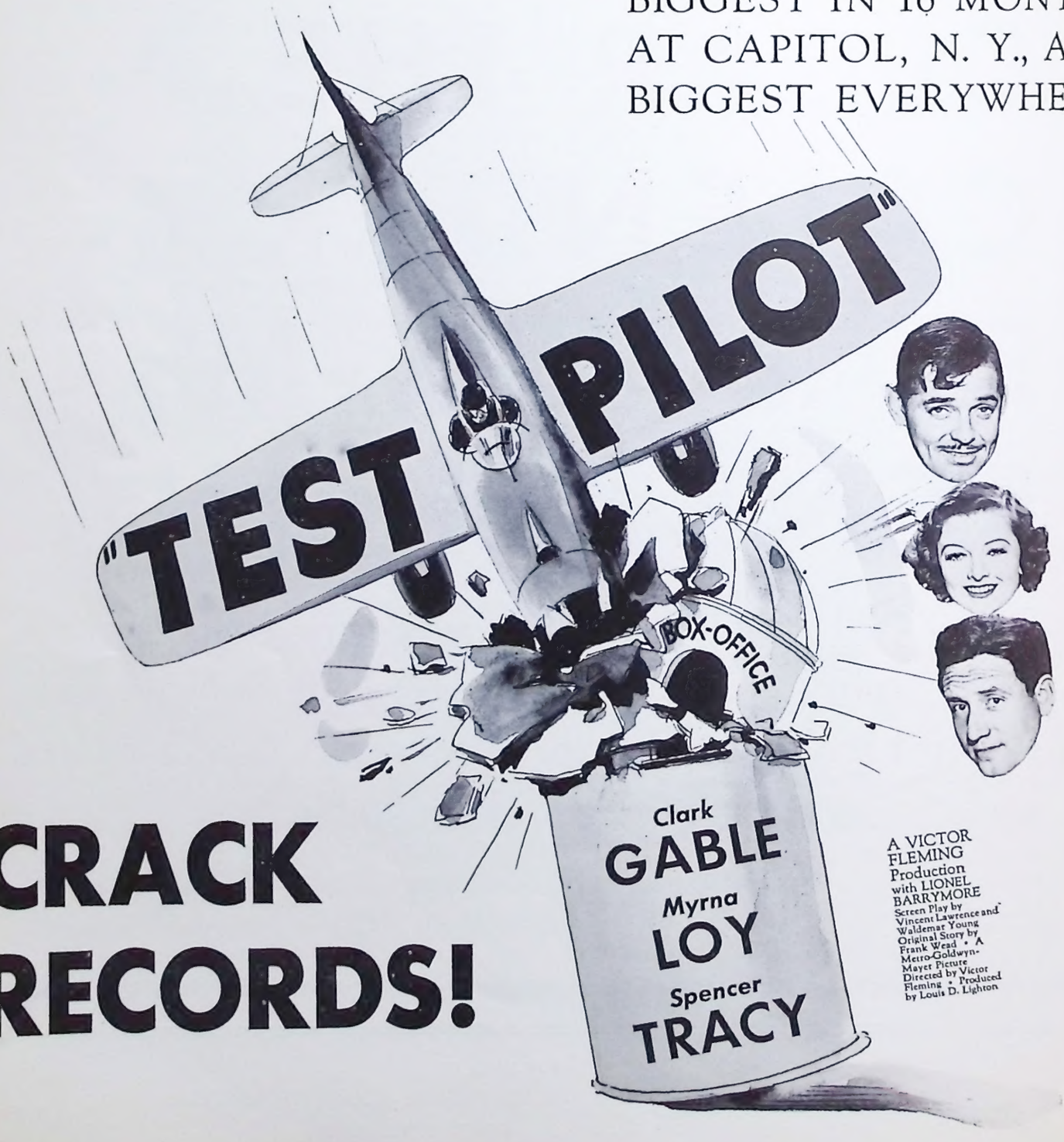

A VICTOR FLEMING Production with LIONEL BARRYMORE
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Original Story by Frank Wead • A Metro-Goldwyn-Mayer Picture
Directed by Victor Fleming • Produced by Louis D. Lighton

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Canadian Moving Picture DIGEST

Established 1915
Publication: Weekly
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Associate Editor

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RAY LEWIS
Editor and Publisher

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Easy to Digest"

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Vol. 30, No. 2 | TORONTO 2, CANADA | April 30th, 1938

CANADA FACING PROSPERITY

WE especially direct your attention to a news page of this issue of The Digest in which we enumerate just a few of the theatres across Canada which are being renovated, or all dressed up for spring and the new season, and others which are either in the course of construction, or under consideration. It is a barometer of the prosperity which Canada is now facing, a prosperity brought about by many conditions, some International, but most of them National.

Canada could not be facing prosperity if Canada was not lined with every mineral, from gold to nickel, which man can put to use either for peace, or for its defensive protection.

Canada is world-famous as an agricultural country and cannot only feed its own people, but supply food for a world of nations. Canada's fisheries, Canada's forestry are equally world-famous and useful. In addition, Canada is the connecting link between the Great Republic of the United States and the British Empire.

In 1935, in an interview in England with Beverley Baxter, Member of Parliament, motion picture executive and journalist, your Editor suggested, in view of trouble which was brewing in Europe, that Canada should become the England of the Empire, changing places with England, which would give England the Atlantic Ocean between her and troublesome Europe, and a friendly relative-nation at her elbow.

Mr. Baxter thought it was a good idea if it could be worked, but said he to your Editor at that time, "If England burned down, a new England would arise from the river Thames. In past history the changing of the capital of a country has not worked out".

Nevertheless, we argued, that it would be safer to make Canada the granary for food supplies, and the centre of war armaments, by way of emphasizing a preparedness for the preservation of Democracy and Peace.

This conversation took place in 1935. In 1938, the Press of Canada featured a statement by an internationally-famous speaker, which expressed the same idea.

We note that a speech by the Hon. Anthony Eden was broadcast internationally, and a transcript was released by the National Broadcasting Company which quoted Mr. Eden as follows:

"England would wish, I believe, to see prevail throughout the world those conditions which she has tried and is trying to create in her own land, an equal opportunity for all to develop to the full their own individuality, without let or hindrance.

"We have found that one essential condition of our progress is the rule of law. This being so, what must be our aim? We must first wish to see the rule of law between nations acknowledged.

"This is a time when every endeavour should be made to promote national unity, for it is only in a United nation that we can give our best.

"Party warfare for its own sake should have no place in the scheme of things today. A United effort for the spiritual and material rearmament of the nation is the need of the hour. We can not ignore the sombre realities that confront us. But let us equally bear witness to our faith, the faith that inspires all English-speaking peoples, the leaven that has leavened our long-proud history. It is for us, the people of England, to see that this great heritage of liberty and temperance shall not perish from the earth".

And so, that liberty and temperance shall not, as the Hon. Anthony Eden has stated "perish from the earth" and with its death perish all the good of civilization, we must not enter into a race for war armament, but prepare ourselves for peace and that Democracy for which there died over a million men, and for which we knew the hell and aftermath of a four years' war.

Canada is busy, very busy preparing, building

(*Continued on Page* 15)

RAY PRESENTS

RAY LEWIS

APRIL 30TH closes the Digest Movie Funny Story Contest which I introduced on my program of Ray Lewis Presents over Station CKCL.

Last Wednesday, we closed our program for this season and will be on the air again in September. There are three cash prizes for the funniest stories or incidents submitted to us in story form, and which can be introduced in a picture. As our program progressed, we related some of the funny stories sent in to us. The prize winners for this, our second contest, will be announced on our opening program in September.

For the past five weeks, "Jay L" has been taking my broadcast, owing to the fact that there were unfortunate circumstances coupled with illness which prevented me from personally broadcasting. However, the program was very well taken care of by "Jay L" — according to the comments of our movie fan listeners.

On Wednesday, in view of the Memorial Drive in memory of Will Rogers, and the introduction of the "Auld Lang Syne" film presented by Warner Brothers, we introduced an interview which I last had with Will Rogers, and what I consider a real Will Rogers story, for, notwithstanding that the drive is centralized in the United States, the good and the purpose of it is for the credit of the whole Industry. And now, Ray Lewis Presents!

"HELLO, movie fans of the Ray Lewis Presents Program, this is 'Jay L' pinch-hitting again, on the last program of the series for this season. The series will be resumed next September, at which time Ray Lewis will return to the air.

"If this world needs any kind of a tonic to-day, it certainly is one with a sense of humour, and that is why the Motion Picture Industry's policy has always been 'We aim to entertain'. Sounds poetical, but a motto which contains more truth than poetry.

"Disgressing a little from the Funny Story Movie Contest, may we for a moment talk on this question of entertainment as it refers to Motion Pictures.

"Had you had an opportunity to read through the three hundred letters which we received in our previous movie contest, which asked the question, 'Why Do You Go To The Movies?', you would have come to the conclusion, as we have long since, that patrons of Moving Pictures, essentially go to the theatre not to wrestle with knotty problems, not to be reminded of their troubles — certainly not to be educated — I think they'd be insulted if you suggested such an idea, because most people think that they have all the education that is good for them — but principally to be entertained.

"Let's take your day, my day, anyone's day, which starts off with either doing your daily dozen by way of keeping physically fit, or by doing about a dozen tasks all at the same time in order to get hubby off to work, getting the children washed, dressed and fed, off to school, or if you happen to be a man, getting yourself in a humorous state of mind to meet the boss with a cheery smile.

"YOU read the morning paper and if someone hasn't been hit by a drunken driver or murdered, or if the price of foodstuffs hasn't gone up, or a new tax imposed, or more war scare — you're quite likely to have tripped and put your big toe out of joint.

"Then you arrive at the office, and the hustle bustle of it begins, following which if you're interested in the Stock Market, there's either a rise to give you High Blood Pressure, or the stocks have all slumped which gives you Low Blood Pressure.

"You're worried because the dog was out all night, and you don't know if he's been stolen, caught by the dog-catchers, or full of the wanderlust of Spring. Then the evening papers bring you more cheerful news of financial upsets, unemployment, strikes and more war scare. The work hasn't gone so well during the day, the boss is worried about customers who have failed, a public who hasn't money to buy commodities, and you are tired answering his repeated question, 'What are we going to do about it?' In an endeavour to cheer him up, you tell him, 'Now that England and Ireland have got together with Uncle Sam looking on in approving fashion, there isn't a worry left in the world, for what the English can't take the Irish can lick'; so there's nothing to do but go and see a moving picture full of fun and nonsense, and if it isn't full of fun and nonsense, it has to be a picture like 'Louis Pasteur' or 'Emile Zola', where the down-and-outer got a chance and became the up-and-upper.

"And so, friends of Ray Lewis Presents, send along your funny stories, anything you yourself have experienced in an amusing incident, or an amusing tale which has been related

(Continued on Page 7)

"Look Out For Love" Opens Loew's, Montreal, May 13, Metropolitan, Winnipeg, May 20

Digest Reviews and Previews

The direction by former musicale director Busby Berkeley fills the bill quite adequately, but the photography was a little weak at times. This, however, may just have been the print I saw.

Play up the career-woman angle in your campaign, and this, with the drawing power of the players should ensure good grosses.

Running time—70 minutes.

RESUME OF PICTURES REVIEWED DURING APRIL

★ ★ ★ ★

"JEZEBEL"—Warner Brothers.

Starring Bette Davis, with Henry Fonda and George Brent. Directed by William Wyler.

"Featured by the best performance by Bette Davis since 'Of Human Bondage', this picture is destined for outstanding box-office success. The acting of the whole cast is superlative."

★ ★ ★

"THE JOY OF LIVING"—RKO Radio.

Starring Irene Dunne and Douglas Fairbanks Jr. Directed by Tay Garnett.

"A happy, gay picture, that will embue all who see it was 'The Joy of Living'. Full of witty dialogue and humorous situations. Grand music by Jerome Kern and Dorothy Fields."

"A YANK AT OXFORD"—Metro-Goldwyn-Mayer.

Starring Robert Taylor, with Maureen O'Sullivan and Lionel Barrymore. Directed by Jack Conway.

"Grand entertainment equal to the best produced in Hollywood. Bob Taylor really comes into his own for the first time. The acting of the whole cast is spendid."

"THE GIRL OF THE GOLDEN WEST"—Metro-Goldwyn-Mayer.

"Starring Jeanette MacDonald and Nelson Eddy, with Walter Pidgeon and Leo Carrillo. Directed by Robert Z. Leonard.

"Contains much that goes into making a box-office hit. The cast is a large one, and well selected. The spectacular dance episodes are magnificent. Production on the usual Metro scale."

★ ★

"HAWAII CALLS"—RKO Radio.

Starring Bobby Breen, with Ned Sparks and Irvin S. Cobb. Directed by Edward F. Cline.

"Has probably more exploitation values than all the other Breen pictures combined. Film contains plenty of excitement, at the same time gives Bobby Breen opportunities to sing several songs."

"ACTION FOR SLANDER"—London Films.

Starring Clive Brook, with Ann Todd and Margaretta Scott. Directed by Tim Whelan.

"One of the best acted and best directed English pictures seen in some time. Tim Whelan handled this assignment brililantly, and the work of Clive Brook and others leaves nothing to be desired."

"CHECKERS"—20th Century-Fox.

Starring Jane Withers, with Stuart Erwin and Una Merkel. Directed by H. Bruce Humberstone.

"The best picture Miss Withers has appeared in to date. Production is head and shoulders above her previous pictures, and her supporting cast has been well chosen from a list of popular feature players."

★

"FOOLS FOR SCANDAL"—Warner Brothers.

Starring Carole Lombard and Gernand Gravet. Directed by Mervyn LeRoy.

"Misses up somewhere along the line. Fair feature for single billings but okay for top spot on duals. Fernand Gravet and Carole Lombard struggle like troupers to put their material across."

SHORT SUBJECTS

"UNDER THE WIRE"

VITAPHONE

A JOE AND ASBESTOS comedy, starring Harry Gribbon and Eddie Matthews. Joe and Asbestos set out to win the Grand National steeplechase with the help of an electric magnet attached to their horses bridle. Shots of the real race are rung in, lending realism to the short. A fair comedy, with several bright spots.

Running time—19 minutes.

"DONALD'S NEPHEWS"

RKO RADIO

A WALT DISNEY Mickey Mouse, starring the irrepressible Donald Duck and three newcomers, in the persons of Donald's nephews. When the trio pay Donald a visit, the latter tries to apply what he reads in a book on child-upbringing to the triplets, but all he gets for his efforts are smashed furniture, and general discomfort. A real good comedy, that everyone will like.

Running time—8 minutes.

"GOT A MATCH?"

VITAPHONE

A BROADWAY BREVITY, starring Joan Abbot and George Dobbs. A musical comedy with a college background. Freshman George Dobbs tries to modernize the archeology classes, and tangles with Prexy. With the held of co-ed Joan Abbot, straightens everything out, to the accompaniment of several songs, best of which is "The Answer Is Always You".

Running time—19 minutes.

PERSONAL MUSINGS

GORDON SIMMONS, Warner's Branch Manager in Winnipeg, and Mrs. Simmons, motored back to Winnipeg this week, after spending a few days in Toronto. It was Mrs. Simmons first visit East, and she told yours truly, she was enjoying every minute of it. "Gord" made the trip a kind of "Second Honeymoon", by a quick trip to Niagara Falls.

Bill Stewart, Rex Theatre, London, Ont., in Toronto this week.

Murray Devaney, son of Leo M. Devaney, General Manager of RKO Radio of Canada, has replaced Hat Taylor at the Toronto exchange, the latter being promoted recently to Branch Manager of the Calgary office. Welcome home, Murray, and congratulations.

Frank Giaschi of the King George Theatre, Huntsville, accompanied by his brother, A. M. Giaschi of the Strand, Bracebridge, was in Toronto this week arranging bookings, and giving the town the once over.

(*Concluded on Page* 11)

Elizabeth Bergner Angling To Play Bernard Shaw's "Saint Joan" On Screen

By MERRYL LEA

BENNY Goodman, Tommy Dorsey, Guy Lombardo and their respective Bands have been engaged by Elwood Hughes, General Manager, Canadian National Exhibition, for the world's largest outdoor dance floor to be constructed at the C.N.E., Toronto, this year, open August 26-September 10th.

Pathe will produce 26 shorts for RKO program next season and 104 issues of the newsreel.

Laurence Paulson, General Manager, Twentieth Century-Fox in China, states his company is doing 75% of its normal business there. He intends coming to Toronto to visit relations before returning to China at the end of June.

RKO Radio's Net Profit for 1937 was $1,821,165. RKO plans 48 features for the 1938-39 season.

Al Lichtman will sail for England in June and will visit the Denham Studios during production of A. J. Cronin's "The Citadel" under direction of King Vidor.

Balaban & Katz Corporation reports increase of $308,993 in earnings for 1937 as compared with 1936. Total earning 1937, $2,183,301.

Haskell Masters, winner of award for leading District Manager, United Artists' "Better Business" Drive — Sam Glazer another leader. Drive showed an increase in business of 172% over last year's drive in pictures played and paid.

Paramount Pictures announce program of 58 features and 104 short subjects.

Louis B. Mayer decorated with the Order of the White Lion by Czechoslovakian Government.

Monogram Pictures will make 42 features including 16 Westerns for 1938-39 Program.

A. E. Rosborough elected President of the Edmonton Branch of the National Film Society. New branches of this Society have been formed in Saskatchewan and Calgary.

Universal Pictures re-issuing "Lady Tubbs", "Frankenstein", "All Quiet on the Western Front" and "Love Before Breakfast".

Cashier Saves Cash

Saskatoon, Sask. — Helen Postlethwaite, cashier at the Ritz Theatre here, was credited with saving the receipts when a lone hold-up man attempted to steal the cash. The cashier gave the police a good description of the man who approached the wicket and ordered her to hand over the cash, pointing at her an object which appeared to be a revolver. The girl was able to "stall off" the hold-up man until a customer arrived, and the man fled. Frank Bradley, manager of the theatre, was not certain how much cash would be in the till at the time of the hold-up, but said there would be a considerable sum. Miss Postlethwaite has been handling cash at the theatre for about a year and this was her first experience with a thug. "You don't know what to do when it happens and after it's over you think of lots of things you might have done. I hope it won't happen again".

During next six weeks Warner Bros. to release 16 shorts.

Twentieth Century-Fox to make 6 and Metro-Goldwyn-Mayer to make four features in England.

Deanna Durbin's 77 year old grandmother sees special screening of "Mad About Music" at Winnipeg, Canada. Says, "Happy enough to cry".

Gilbert and Sullivan's "Mikado" to be produced at cost of $1,000,000 at Pinewood Studios, England. Victor Schertzinger will direct.

Maude Adams, 65 year old stage star, reported considering screen offer from Selznick International.

Officers elected by the AMPA — President Ralph Rolan, Vice-President Paul N. Lazarus, Jr., Treasurer Paul Benjamin, and Secretary Lester Thompson.

Gabriel Pascal, London, to produce film based on life of Lord Nelson with Leslie Howard in title role, following completion of "Pygmalion".

Only six American features distributed in Germany during the first two months of 1938.

Mae West's personal appearance at Loew's State, New York, necessitates S.R.O. sign by 10 a.m. Her first personal appearance in New York in five years — house records broken!

RKO Ned Depinet Drive going strong. W. S. Jones, Vancouver, B.C., FIRST; C. Boasberg, Buffalo, SECOND; M. Plottel, Montreal, THIRD; J. F. Meyers, Toronto, FOURTH. Canada holding three of the four TOP spots!

Stop! Look! Listen!

How much about legislation do manufacturers and distributors know? The thought occurred when we read that Sir John Simon, Chancellor of the Exchequer brought in a tax of two pence (4 cents) per pound on tea, Empire and foreign. In Canada for the past six months at least, we have had an advertising campaign directed toward stimulating tea-drinking such as we have not seen in Canada for many years. This would indicate a rise in the price of tea due to the tax, but the producer-distributors forestall diminished sales by increasing the public's taste for tea through propoganda advertising. The Motion Picture Industry might get an idea.

Mr. Ulster, one of the members of the Press Committee of the I.T.A., interl viewed by the Digest stated:

"We are not in favour of any Government Control direct or indirect which concerns our Industry. The statement in our paper was not intended to imply that we favoured the Neely legislation! What we meant to say was that we approved some of the ideas as expressed in the Neely Bill. We think that it is possible to adjust our business difference within the Industry and without legislative interference or direction. I would like to see the distributors arrange a screening room where exhibitors could see pictures for selection. I would like a ten to fifteen percent cancellation clause in an exhibitor's contract which covers the purchase of the entire product of a trademark. I think a synopsis might give us an idea of how to exploit a picture."

We asked Mr. Ulster what was the idea of the attack on the "high priests of puerile entertainment" and on Martin Quigley, Roly Young, etc. His reply was:

"It wasn't our idea" (referring to the Press Committee), "we did not read the editorial, it was the Editor's idea. We don't want to quarrel with anybody and we are calling a meeting to see that we don't."

The Digest interviewed another leading member of the I.T.A., Mr. A. Polakoff, who operates the Mayfair Theatre and several others. Mr. Polakoff said:

"I do not wish to be quoted on the Neely Bill, I haven't read it and I know nothing about it."

"But," argued The Digest, "your Association went on record as in favour of it."

To which Mr. Polakoff replied: "I don't know anything about that, the trouble is that Mr. Taylor has been getting along too well the last few years to suit some people and they are jealous of him".

"But," we argued, "the Neely Bill favours Government Control through legislation of the Motion Picture Industry, are you in favour of such control?"

But Mr. A. Polakoff wouldn't discuss the Neely Bill. His reply to all questions was "Nat Taylor is on the Square".

So the Exhibitors still say: "Neely, Schmeely, give us the pictures!"

Maurice Silverstone Appointed Chairman of Executive Committee, United Artists. Report Dr. Giannini To Resign

Ray Presents

(*Continued from Page 7*)

him one day off he'd be in New York or Honolulu or some other place".

"'As we left the Fox lot, the last I saw of Will Rogers was in an old Ford car in which he was seated, jogging along over the lot, waving his hand with a cheery "s'long" from him.

"'YOU can imagine how I felt after being in England but a few weeks, and reading the headlines in the newspapers, which announced that Will Rogers had crashed to his death. It was a dreadful shock to Will Rogers' thousands of friends in England.'

"You remember the Will Rogers International Broadcast over the NBC network in honor of the late King's Jubilee? He was speaking from Hollywood, and started of his address to England as follows:

"'Hello, England — you've had a great week haven't you. We've read a lot about it in our papers, you are ending your celebration to-day, and I guess you are pretty well worn out. To make your fatigue complete, they have asked me to speak to you, and without an interpreter. I imagine it's just about tea-time over there. Well, it's early morning over here. I'm just drinking my coffee — coffee; you wouldn't know what that was. I mean — I haven't had my breakfast yet. There are not many countries I'd get up this early to talk to. I'd like to say right away please don't mistake me for one of those self-styled good-will ambassadors—that's what's the matter between the relations of all nations to-day, is this bunk about good-will. We will never have trouble with each other, England — you are us, we both have humour. If we started to fight, we would have to stop in the middle and start laughing at each other. I don't know — you are naturally funny to us, and we are like a Mickey Mouse cartoon to you. We'd like to have the King and Queen come over — always admired them. They ought to see this country— got a lot of fine British subjects over here, and everbody has left it to everybody else to do the inviting, and I never heard them being invited, so I'm going to do it.'

"THIS is part of this Will Rogers Memorial Broadcast — so well remembered in England, and which was republished in the Canadian Moving Picture Digest for his late Majesty's Jubilee Number, which The Digest had the honor of publishing. Later on we had a letter from Sir Esme Howard asking if he might incorporate excerpts from our published report, in his book called 'Theatre of Life'."

The remainder of the program was taken up with three reviews, on "Look Out For Love", "Storm in a Teacup" and "Mayerling", and by some general news from the studios.

Digest Reviews and Previews

(*Continued from Page* 10)

Harry O. Paynter, Warner's Branch Manager, Toronto, motored to Ottawa this week accompanied by Mrs. Paynter. In an exclusive interview with The Digest, Harry stated, before leaving, that he would definitely NOT buy a new car from Don Stapleton this trip. Tough luck, Don.

Frank Meyers, Toronto Branch Manager for RKO Radio, had a busy time last week moving into his new apartment in North Toronto.

Herb Allen caught a nasty cold playing golf last week-end, and is having considerable trouble throwing it off. It hasn't, however, dampened his enthusiasm for "Mayerling".

Chris Noble of the Simcoe Theatre, Sutton, was in town early this week.

And we wonder why the Trade in Toronto are all going around saying, "You think I'm laughing 'cause I'm happy, I'm sick like a dog".

Jack Arthur, Uptown, Toronto, and Bob Eves, Eglinton, Toronto, were testing their golf skill at Lakeview over the week-end, and the report is that both were suffering from early season form, or rather off-form.

Wolfe Cohen, Warner's Canadian chief, returned from a trip to New York, Wednesday, all enthused about "Robin Hood", and the Sear's Drive. It looks as if Wolfe is going to duplicate Haskell Masters' feat for the District Prize, with Gord Simmons of Winnipeg, Mickey Isman of Montreal and Harry Paynter of Toronto, even money choices for the exchange prize.

Chris Georgas, Savoy, Owen Sound, a Queen City visitor.

I wonder what King and Yonge think about Canada winning the U.A. Drive.

The Herbert Wilcox production, "Look Out For Love", starring Anna Neagle and Tullio Carminati, with story by Ray Lewis, is booked into the Uptown for showing in the near future. Empire-Universal are releasing it.

The Temple Bros., Island Park Theatre, Port Carling, Toronto visitors.

"Ray L."

APRIL SUBSCRIBERS

THANKS, Exhibitors, for your paid subscriptions to The Digest, received during the month of April.

National Union of Theatrical Employees, Toronto—3 years.

J. Allen, Tivoli Theatre, Thorold, Ont.—3 years.

Fred Guest, Delta Theatre, Hamilton, Ont.—3 years.

Thos. E. Harrington, Border Theatre, Rock Island, Que.—1 year.

Herb Wisener, Capitol Theatre, Pictou, N.S.—1 year.

Columbia Broadcasting System, New York City — 2 years.

S. P. McMordie, Capitol Theatre, Nelson, B.C.—1 year.

BE A PAID SUBSCRIBER!

Report Showdown Pending Between Film Industry and Sponsored Pictures

Canada Dresses Up Her Theatres for Spring

New Theatres Foretell Canadian Prosperity

The new Brock Theatre opened its doors at Whitby, Ont., revealing itself as one of the most modern theatres for its size in the province.

The theatre embodies all the newest effects by way of decorative design, lighting, comfortable seating, air-conditioning and those other de luxe conveniences to which theatre owners have accustomed their patrons.

The theatre has two aisles and four hundred and four red-backed leatheristo seats, which carry out the harmonious theatre coloring with its touches of red and gold. The building is constructed of fire-proof brick tile and steel.

The press hailed the opening of this theatre as "a new milestone in the progress of our Community".

Dresden, Ont. — The Majestic Theatre here has been undergoing considerable remodelling including the installation of new sound system. The Majestic is owned by M. T. Craig.

Dartmouth, N.S. — Although no contract for the erection of the new Mayfair Theatre at the corner of Dundas and Portland Streets, has been awarded yet, Manager Ivan Haley stated that the work of tearing down the building to make way for the new theatre is completed.

Ottawa, Ont. — A new record in theatre remodelling was achieved recently at the Nola Theatre here, when the Norman Construction Company completed a new ceiling of acoustical plaster. In three short days scaffolding was erected and torn down, metal lath and angle iron was hammered into place and three coats of plaster trowelled over the ceiling. The interior decorators rushed a new color design for the walls of the theatre. New lighting effects were installed, and the rear of the theatre was modernized. Two new Simplex machines were set up in the projection booth, and a new screen with cloth of gold curtain were installed.

Geraldton, Ont. — Construction of Geraldton's second theatre by Theatre Holding Corp. of Toronto, is expected to begin early in May according to Manager A. C. Schwartz of the Strand Theatre operated by the same company.

Louisville, Que. — Plans are under consideration for the erection of a new motion picture theatre here. Albert Ringuette is principally concerned in the proposition.

Halifax, N.S. — By a vote of 13 to 9, the Nova Scotia Legislature recently approved converting the Baptist Temple at the corner of Gottingen and North Streets into a theatre. Protests suggesting that the proposed theatre would constitute a fire hazard, were over-ruled.

Enfield, N.S. — The re-opening of the Queen Theatre, Enfield, took place recently. This theatre has been completely renovated and made up-to-date. Talkie equipment has been installed.

Amherst, N.S. — The Gem Theatre on Church Street opened its door to the public recently. The theatre will remain open for the summer and fall months and may continue to operate during the winter season as well.

Fort William, Ont. — Tenders have been called for the demolition of the former Corona Theatre, better known as the Princess Theatre, at the south-west corner of May and George Streets.

Barrie, Ont. — The new Granada Theatre, formerly the Capitol, re-opened last week, with little left to remind you of the Capitol. It has been completely done over inside and out, making it one of the most modern theatres in Ontario.

Vancouver, B.C. — The latest theatre to open in this town is the new Rio, 1660 East Broadway, which has just been open two weeks. The theatre is equipped with full-range talking system, de luxe cushioned seats and modern air conditioning. An innovation is the reversed floor slope.

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Visits Hollywood But No Studios

Manager Tommy Ross of the Royal Theatre, Bowmanville, Ont. has just returned from Los Angeles, city of the world-famous Hollywood, but unlike other visitors to Hollywood, Mr. Ross did not go to the studios.

In other words he did not take what is called "a busman's holiday", the latter which derives its name from the fact that a busman once took a ride on a bus for his holiday! Seeing motion pictures would be in the nature of a busman's holiday for Manager Ross.

While in Los Angeles, Mr. Ross was the guest of Mrs. J. H. Perrin, formerly of Bowmanville, and owner of the Royal Theatre building. Mr. Ross remarked on his return that he was particularly struck by the fact that living was so much cheaper in California than in Ontario.

Tax Advertising Film

Halifax, N.S. — According to an announcement made recently in the Royal Gazette, advertising film of 16 mm. size, previously untaxed, will in the future be taxed as follows: a fee of $1.50 will be charged for every 400 feet of film on each reel of 16 mm. film submitted to the Board of Censors; a fee of fifty cents will be charged for every 16 mm. trailer, and for examination or approval of copies of 16 mm. film already approved by the Board, a fee of seventy-five cents. Reconstructed films will be charged at the same rate. This does not effect 35 mm. film.

Snowdon Changes Policy

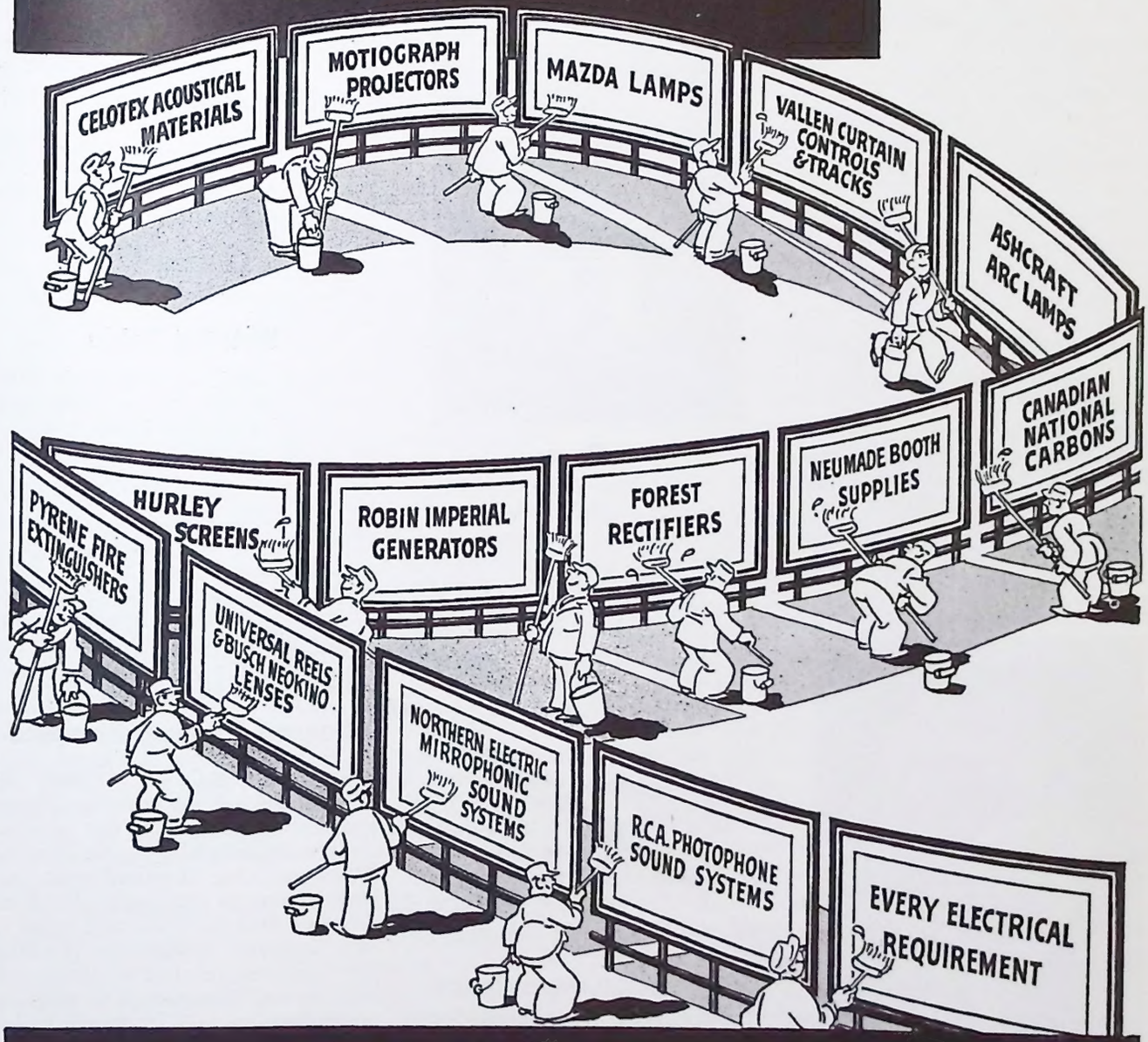
Montreal, Que. — In response to numerous requests from patrons living in and about the Snowdon district, the management of the Snowdon Theatre has changed its policy, and is now presenting a stage show every Wednesday, Thursday and Friday, as well as the usual screen presentation. Armand Meerte and his orchestra, featuring Billie Eckstein at the piano, will be the main attraction every week, while a fast-moving stage show consisting of several vaudeville acts will be changed with each week-end performance.

Propose New Theatre

Prescott, Ont. — Sketch plans for a new theatre proposed for erection on King Street here, have been prepared by Davidson and Smith, Architects, 11 Court House, Brockville, Ont. W. Hogarth, owner, has optioned a site.

J. G. Mayer, Brother of Louis B. Mayer, Succeeds William Koenig As Metro Studio Manager

Servicing Show Business with



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Canada Scores Again

U. A. Drive Won by Canadians

TWENTY-TWO United Artists sales branches hit the highest quotas ever reached as the United Artists Better Business Drive climaxed a selling season that established a figure of 172% over last year's sales drive. The drive extended from January 2 to April 2, with the competition open only to United States and Canadian Branches.

In the competition among the six national sales districts, Haskell Masters of Canada captured the district manager's prize. The prize for leading branch manager in the East was garnered by Sam Glazer of Toronto, and the similar prize in the West was captured by Al Hoffman, branch manager of the Denver exchange.

Two ties figured in the contest, with Harry Rees of Pittsburgh and T. L. Davis of Philadelphia splitting the prize for leading salesman in the East Division. The prize for leading salesman in the West Division was also divided between Earl Collins of Denver and Noe Provencher of Milwaukee.

Bookers in the following offices who led their respective districts include Elizabeth McCaffrey of Philadelphia, Edward H. Hays of Atlanta, Harry Kohen of Toronto, Abe Chapman of Milwaukee, Bernard Mariner of Denver and Otto Ebert of Indianapolis.

H. M. Masters

The following twenty-two exchanges exceeded their played and earned quota for the Drive period: Atlanta, Calgary, Charlotte, Chicago, Cincinnati, Dallas, Denver, Detroit, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, Omaha, St. Louis, San Francisco, Seattle, Toronto, Vancouver, Washington and Winnipeg.

S. Glazer

Every employee in these exchanges will receive a week's salary for his efforts in enabling his exchange to exceed the quota. This was in line with the intention of George J. Schaefer, vice-president and general manager, who said: "One of the things I liked best about the Drive was that it gave every employee in every branch an opportunity for material reward for outstanding performance".

In summing up the results of the drive, Mr. Schaefer commented further:

"In my opinion this three months performance has never been equalled by any other company in the Industry, and if it is bettered in the future I feel safe in predicting that it will be by this organization."

THEATRE CHANGES HANDS

Wilkie, Sask. — Nathan Rothstein, owner of several theatres in Saskatchewan including the Roxy, Saskatoon, has just purchased the Marnel Theatre here; the building was formerly owned by J. F. Martin. The theatre will be under the management of Fred Plumb, formerly assistant manager of the Capitol Theatre in Saskatoon. Mr. Plumb will make his permanent residence in Wilkie. The change in management has gone into effect immediately.

Protest Admission Boost

Kingston, Ont. — In a letter to the Editor of the Kingston Whig Standard, Thomas Newton of this city wrote, "At the present time we have a movie showing at the Capitol Theatre entitled, 'Snow White and the Seven Dwarfs'. Truly a show loved by young and old. As Kingston theatres have enjoyed a very high price before and during the depression it seems very unfair when the management takes the opportunity to raise the price of admission for children . . . It is outrageous and unjust, in view of the fact that most of the poorer class simply cannot afford it . . . we are lucky to get 25 cents an hour for our labour today. Surely the children are after all the ones for whom this picture was produced".

DIGEST ED. NOTE.—In a recent statement, Walt Disney, producer of "Snow White" said that the picture had definitely not been produced for children; that if he tried to produce pictures for children, he would soon go broke.

Writ Set Aside

Victoria, B.C. — The writ issued against Columbia Picture Corporation on behalf of Central Films Ltd., was set aside recently in a judgement handed down by Mr. Justice R. B. Robertson. "No facts were stated showing a cause of action which would warrant an order under Order 11," the judgement said in part. "The Writ and the service thereof, in so far as Columbia Picture Corp. is concerned, are set aside with costs payable forthwith," it concluded.

Beacon Theatre Prospers

Vancouver, B.C. — Manager Roy A. McLeod of the Beacon Theatre here announces that the last year was the most successful since the Hastings Street playhouse reopened under new management six years ago. The house had been dark for some time when the new company, headed by A. Hugo Ray took over control in 1932. The management inaugurated a policy of stage shows, and the constantly mounting attendance records soon proved the wisdom of the move. The Beacon now employs one of the largest theatre staffs in Vancouver, with wages paid out to the regular staff alone amounting to over $250,000 annually. In addition the theatre has paid provincial and city taxes to the amount of $97,879, and has expended $61,158 in newspaper advertising. Paid admissions last year totalled 874,599. The house seats 1550 persons.

Marlene Dietrich Signs With Columbia For 2 Pictures, 20th Century-Fox For 1

British Film Digest

By WARD SHAFTESBURY

A FEW weeks ago, I referred in these columns to a new and already long overdue interest in Realism apparent on certain sets in our British studios. At that time, I mentioned in this regard the Pommer-Laughton production of "St. Martin's Lane". The latest developments indicate that Pascal's film of George Bernard Shaw's "Pygmalion" will have the last word in this matter. Here we have Realism with an unqualified vengeance. Higgins (Leslie Howard), the hero of the story, is a dialect-student — of late, the study of dialect has become extraordinarily scientific and naturally young Higgins has to have a laboratory. With a view to constructing a faithful representation of a dialect lab., the studio has borrowed technical equipment from the phonetics department of London University and has also acquired the services of Professor Edmund Tilley, the College's phonetic expert. The set now looks like an inventor's nightmare. On the walls hang charts and diagrams showing the speech organs in various stages of nudity; on the tables stand innumerable varieties of dictaphones, gramophones of ancient vintage, recording machines, microphones, loud-speakers and multitudinous wax cylinders. From one bench leers a carefully-dissected head showing the larynx and illustrating the movements of the vocal cords; on another, a dozen or so model speech organs stand around holding mute conference. At first glance, the set gives one a garbled impression of Schenectady's famed House of Magic and Guy Hospital's remarkable Pathological Museum rolled into one. It is in this amazing laboratory that Eliza Doolittle (Wendy Hiller), the Covent Garden Cockney, receives first lessons in correct speech from Higgins who has promised himself to transform her into a society lady within three months. These shots alone should be worth a whole semester in College. To teach his pretty little pupil intonation, Higgins accompanies her on the xylophone — all according to Hoyle and our friend Professor Tilley. In another shot, variations in Eliza's speech are traced on a large revolving drum called a Kymograph. Probably the most striking apparatus of all is a strange revolving mirror which stands over a gas jet — here Higgins lights the gas and tells Lizzy to speak into a mouthpiece attached to it — presto! — the flame dances up and down in a series of ghostly variations on the Big Apple theme as it registers its reactions to Eliza's sound waves on the slowly-turning mirrors. It's all very entertaining and intensely instructive in the bargain — obviously, the producers of "Pygmalion" intend to give cinema-goers a taste of that "Liberal Education" we hear so much about!

BEN HENRY JOINS BOARD OF ATP

DESPITE the many rumours current in Wardour Street that Ben Henry, General Sales Manager, was 'out' at Associated Talking Pictures, R. P. Baker announced this week that Mr. Henry has accepted an invitation to join the board of the distributing company. So the "airy tongues that syllable men's names" were wrong again! The company has re-signed George Formby, popular Lancashire comedian to another three year contract — Formby will make two films a year at Ealing. First of the new series is entitled "It's in the Air" due to start shooting early in June. Mr. Baker also announced that Ealing Studios will re-open on May 9 with the first picture of the 1938 program — "Penny Paradise" — Edmund Gwen will star in this story of the football pools.

SHORT SHOTS

"SNOW WHITE" now entering on its seventh week at the New Gallery is still drawing huge crowds despite the glorious weather of the last few days — RKO Radio say that this is no fairy tale as far as the money-spinning is concerned! . . . Meanwhile, M-G-M's "A Yank at Oxford" goes into its third week hold-over at the Empire Leicester Square . . . The critics are corsageing First National's "Jezebel" which opened last week in a pre-release run at the Carlton — the press are lauding Bette Davis' remarkable acting in what is a basically unsympathetic role . . . Victor Schertzinger, newly arrived in England to direct "The Mikado" stated recently it would be in colour and cost a million dollars — if successful in his first Gilbert and Sullivan film venture, Schertzinger intends to make six more of the operas — spending in all well over five million dollars . . . A camera unit has just left London for Algiers to photograph atmosphere scenes for Walter Wanger's newest production, "Algiers" — the film will star Charles Boyer for U.A. release . . . Lily Pons, diminutive star of song and screen arrives in London this week to sing at a hospital charity concert . . . The United Artists mystery is still hush-hush — Mary Pickford celebrated her birthday last week at Claridge's in the form of a conference with her co-partners in U.A. but there was no statement, as usual . . . Television is hard at work winning a place for itself in the hearts of the British entertainment-seeking public — every week-end it broadcasts scenes at the country's major sporting events and now, after a lengthy struggle with the Epsom officials, the Derby is to be made available to viewers . . . The Venice Film Festival is billed for August 8 with Neville Kearney again British representative — the British producers are not terribly anxious to carry off the Cup of the National Fascist Party — they feel that such a victory will make their picture particularly popular with the British exhibitors.

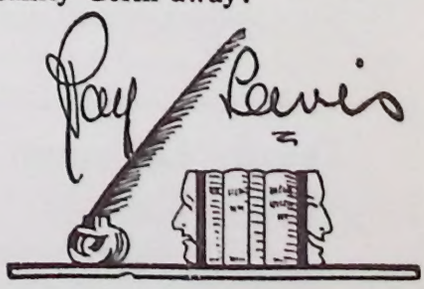
Editorial

(*Continued from Page 3*)

and growing supplies for the Mother Country, which has in the Necessity of her Extremity made gas-masks for the protection of her nursing infants!

Stop and think of it — gas-masks for Infants, and we have lived to see civilization devolutionize itself to such a low level.

We will build theatres in Canada, so that our people, preparing to safeguard their liberty, and their right to pray to their God according to their Heart's Desire, shall have meeting houses in which they can safely assemble to forget and to laugh the Insanity Germ away!



Rockefellers Taking $7,000,000 Annual Gross Out of Rockefeller Center Show Business

Washington Film Digest

By GEORGE W. MEHRTENS

SOCIETY OF MOTION PICTURE ENGINEERS HOLD WASHINGTON CONVENTION

Washington, D.C., April 25—(*CTP*) WITH the corridors of the fashionable Wardman Park Hotel literally jammed up with projection exhibits, and the hotel's "Little Theatre" newly wired with International Projection Company equipment, members of the Society of Motion Picture Engineers arrived in Washington over the week-end to attend opening sessions of the Society's Spring meeting, April 25th to 28th.

The four day convention according to S. K. Wolf, president, will be devoted to strictly technical discussions with some 65 papers to be read, accompanied by technical motion pictures showing laboratory progress in the Motion Picture Industry for the past year.

According to Mr. Wolf one of the outstanding questions to be discussed by the Engineers during their convention here will be progress in the third dimension or depth films. Mr. Wolf reports great progress in the latest phase of the motion picture art, but states that the Industry in all likelihood will take the new development a little slowly.

"Third dimension movies," Mr. Wolf told Canadian Moving Picture Digest, "will not be nearly as revolutionary as sound pictures. If you remember, Sound caused the Industry to take almost a complete handspring. It will probably be better for both the Public and the Industry if they take depth movies gradually."

The Industry, Mr. Wolf said, was not at present ready to expend large sums of money to push third dimensional movies. However, if they take it slowly, the Industry can give this new art to the public without unnecessary cost to themselves.

MEMBERS WELCOMED BY COMMERCE SECRETARY DANIEL C. ROPER

Regarding Television, the SMPE president didn't look upon televised programs as any definite threat to the Motion Picture Industry.

"In my opinion", he declared, "Television will have to come to the Motion Picture Industry for its pictures if it ever expects to get them at all. There is no reason why the two mediums of modern art cannot cooperate together."

Another bright spot was Arthur Dickinson, Director of Conservation for the Motion Picture Producers and Distributors of America, who reported a twenty per cent increase in business since the first of the year.

Describing the Motion Picture Industry as occupying a peculiarly strategic position for making major educational contributions at a time when truthful knowledge of conditions, purposes and plans is vital to stability in all of our domestic and international relations, Secretary of Commerce Daniel C. Roper, in an informal luncheon address told SMPE members, that motion pictures speak a universal language.

"It is an interesting and significant corallary that the growth and influence of the Society of Motion Picture Engineers has been comparable with that of the Motion Picture Industry itself," Roper said. "The two phases represented by art and science have advanced cooperatively and concurrently."

Roper pointed out that research within the Industry must be continuous. The motion picture, he said, must meet an increasing number of types of competition for the consumer dollar, and the consumer is becoming increasingly discriminating.

"The profit motive needs to be subordinated," the Commerce Secretary said in closing, "to public service. This approach will prove to be the more satisfactory to all concerned. Motion Picture education is the eye, the ear and the mouthpiece for all peoples, and my faith is that producers sense their great responsibilities to society and will justify their leadership for this great and growing American industry."

COOGAN CASE INSPIRES ACTION

DECLARING that he was inspired by the Jackie Coogan case, Representative Raymond J. Cannon, Democrat of Wisconsin, introduced a bill putting the estates of all child movie players under the mantle of the Federal Courts.

Cannon in a statement, declared that Jackie Coogan's financial plight had shocked the nation's conscience and tossed a verbal brickbat at the California courts and called Coogan's stepfather, Arthur Bernstein, a "Lothario".

Cannon did not fix age limits on the players, nor did he specify whether the producer, distributor, exhibitor or beneficiary of the child's earnings should bear the penalties.

The new bill, it is believed, is intended to cover all players under 21, thus apparently including Wampus Baby stars and other featured players, who have not attained majority.

Meanwhile it was disclosed at the Board of Tax appeals that Jackie's father, the late John Coogan, credited earnings to his son, had him file his own income tax returns and sought to have him pay his own taxes.

DENY UNFAIR COMPETITION CHARGE

DENYING emphatically charges of unfair competition in the sale of its film "In His Steps", Grand National Films, Inc., last week filed its answer with the Federal Trade Commission.

The Grand National answer denied that the company had caused productions to be shipped, and transported films within the state and elsewhere prior to February 21, 1931.

Although the tentative date set for hearing by the FTC is May 6th it is understood this date will be postponed.

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